

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Global History of Luxury
Course Code:	LBM 7101
Course Leader:	Greg Gannon
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course is designed to provide a comprehensive and informative global overview of historical and contemporary perspectives on notions of luxury. Students will be required to appraise the essence and uniqueness of luxury with criticality, through examining regional case studies. In particular, this course will explore the management aspects concerning the commercialisation of luxury, with respect to different cultural settings and industries.

Prerequisites

N/A

Aims and Objectives:

- To evaluate the essence and uniqueness of a luxury proposition.
- To critically understand the management frameworks required to commercialise luxury propositions.
- To examine historical and contemporary perspectives concerning luxury brands.

Programme Outcomes:

A1, A3, A4

B1, B2, B5

C2, C3, C4, C5

D1, D2, D3, D4, D5

A detailed list of the programme outcomes is found in the Programme Specification.

This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Critical understanding of the main reasons for rendering luxury offerings as viable commercial propositions.
- Evaluate the concept of luxury from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of the different roles of management functions in supporting luxury offerings
- Acquire an in-depth knowledge of key case examples that define the luxury sector.
- Examine critically the historical and contemporary perspectives concerning luxury that continue to affect the sector.

Cognitive Skills

- Develop a critical and practical approach to luxury issues relevant to a selection of international markets.
- The ability to engage in arguments in order to resolve potential conflicts and issues concerning the delivery of luxury propositions.
- The application into the international context of key concepts that support the viability of luxury offerings.
- To take a critical stance on the defence of luxury offerings to a cross-section of stakeholders.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with the documentation and cultural approaches involved in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the sector.
- Advise on the suitability and viability of luxury propositions to relevant markets.

General/transferable skills

- Ability to analyse historical and contemporary market patterns orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in the luxury sector.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- Classifying Luxury and Prodigality
- The market and business of luxury
- Public luxury representatives
- Curating luxury in firms
- Luxury as a societal mentor
- Preserving luxury exclusivity
- Eastern and Western perspectives of luxury
- Managing luxury and employer issues
- Luxury counterfeiting
- Luxury organisations and social responsibility

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Berghaus, B., Müller-Stewens, G. & Reinecke, S. (2014), *The Management of Luxury – A Practitioner’s Handbook*, Kogan Page, UK.

Berry, C. (1994), *The Idea of Luxury*, Cambridge UP, UK

Randolph, J. & Holubizky, I. (2007), *Ethics of luxury: materialism and imagination*, Yyz Books, UK.

Ricca, M. & Robins, R. (2012), *Meta-luxury*, Palgrave MacMillan, UK.

Veblen, T. (2007), *The theory of the leisure class*, Oxford UP, UK.

Pinkhasov, M. & Nair, R. (2014), *Real Luxury*, Palgrave MacMillan, UK.

Journals

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing
- Harvard Business Review
- Admap
- Advertising Age
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Marketing Letters

- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

Web Sites

www.themarketer.co.uk

www.theidm.com

www.dma.org.uk

www.ico.gov.uk

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>

<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>

<http://www.centaur.co.uk/>

<http://www.cim.co.uk/home.aspx>

<http://www.davidmeermanscott.com/resources.htm>

<http://www.haymarket.com/home.aspx>

<http://www.ipcmedia.com/>

<http://www.mad.co.uk/Home/Home.aspx>

<http://www.marketingmagazine.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.mintel.com/>

<http://uk.nielsen.com/site/index.shtml>

<http://www.prweek.com/uk/>

<http://www.uktvadverts.com/Home/>

<http://www.utalkmarketing.com/>

<http://www.visit4info.com/>

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